



Washington Council for Prevention of Child Abuse and Neglect

Children's Trust Fund of Washington

“Keep Kids Safe” Specialty License Plate

The “Keep Kids Safe” specialty license plate was developed through a citizen-led effort to introduce an innovative, sustainable revenue source to help safeguard children in Washington State. A petition campaign resulted in 2,300+ people indicating their support and/or their willingness to buy this plate once available.

Proceeds from special license plate sales will go to the Children’s Trust Fund of Washington (CTF), a special fund within the state treasury administered by the Washington Council for Prevention of Child Abuse and Neglect (WCPCAN).

Purchasing the initial plate cost \$45.00 (in addition to standard annual licensing fees). From this amount, \$12.00 goes directly to DOL to cover administrative costs, with the remaining \$33.00 going to the Children’s Trust Fund. Subsequent annual renewals will cost \$35.00, of which \$33.00 goes to the Children’s Trust Fund.

State deficits coupled with increasing pressure from cost drivers make evident the need to find supplemental funding sources for programs that strengthen families, protect children and reduce public spending on expensive after-the-fact interventions. While public investment in prevention has remained stagnant, the social and fiscal need for and the positive impact of abuse and neglect prevention has become ever more apparent. With WCPCAN’s track record for innovation and efficiency, enhancing our ability to capture private sector dollars through product marketing is both appropriate and fiscally responsive.

Funds generated by sales of the “Keep Kids Safe” specialty license plate will be used to support:

- Increasing public awareness and understanding of solutions to the problems of child abuse, neglect and unintentional injury by improving the availability of and access to current prevention information, programs, strategies and statewide funding
- Educating parents and caregivers about effective prevention services, programs and strategies
- Technical training, workshops, conferences, special events and educational materials

